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AUG 13 2010

ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: Gem County Chamber of Commerce		Grant Number: 09-111-04
Date Submitted: 08-10-10		Report #: <input type="checkbox"/> 1 <input type="checkbox"/> 3
Date Posted for Review:		<input type="checkbox"/> 2 X <input checked="" type="checkbox"/> Final
Awarded Grant: \$ 11,000.00	Match Requirement: \$ 1,375.00	
Amount Expended YTD: \$11,000.00	Match Documented YTD: \$1,375.00	

Copy for additional elements

Element 1: Completed		
Amount Awarded: \$ 2,000.00	Amount Expended YTD: \$2,000.00	Match Documented YTD: \$2,000.00
Progress of Element since grant award or last report: Complete		
Anticipated completion date(s):		
Actions needed to complete this element:		
<p>Measurements(s) of Results</p> <p>The website has been a wonderful way for Emmett and Gem County to present our community to those who may not otherwise visit Idaho. The website is well-maintained and is up to date with pictures, the calendar of events, membership lists, and graphics that make it very convenient for visitors to use. The number of users of the website continues to increase; the verbal and written response continues to be positive as well.</p>		
Element 2: Completed		
Amount Awarded: \$ 8,000.00	Amount Expended YTD: \$8,000.00	Match Documented YTD: \$8,000.00
Progress of Element since grant award or last report: Complete		
Anticipated completion date(s):		
Actions needed to complete this element:		
<p>Measurements(s) of Results</p> <p>Ads for "Welcome to Boise Publication", "Official Idaho Travel Guide", and "Travelog" have been designed and published. Radio airtime was purchased for The Cherry Festival and upcoming Harvest Festival. This has helped with tourism opportunities in Emmett and Gem County. The Gem County Chamber of Commerce continually evaluates the success of our advertising efforts either by phone conversation or by e-mails. When we are received either by calls or e-mails we inquire as to how and where they heard or read about the area. At each of the Chamber events our personnel and volunteers as how the out of town/state attendee heard about the event. The overall advertising we have done has been very successful.</p>		

☐ No activity during this report period due to seasonal nature of marketing activity.